PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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TO: Distribution List **Date:** October 18, 1994

FROM: Karen Tolchinsky

SUBJECT: Marlboro Events - Name Generation Reports

For your reference, attached you will find the most current Marlboro name generation report. This includes all information loaded to our database through October 11, 1994. These reports are issued by LBCo on a biweekly basis, and you will be copied on all future reports.

Included in this report is a schedule of events. The events for which we've received surveys are noted with an 'x.' As you can see, receipt of responses from Community Events have been lagging -- no responses have been received since Sept. 4th. It would be greatly appreciated if you could look into these instances and advise us of their status.

In addition, to allow us to check the validity of the database counts, it would be helpful for us to receive a copy of Powerforce's reports as well. Would this be possible?

After reviewing the attached, if you should have any questions, please don't hesitate to call.

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Jose

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